Exhibit Report

Date of Report:
June 11, 2001

Name of Person Submitting Report:
Bette Sydelko

Address:
Fordham Health Sciences Library
125A Medical Science Bldg.
Wright State University
3640 Col. Glenn Hwy
Dayton, OH 45435

Name of Meeting

Ohio Chapter of the American College of Surgeons 46 Annual Meeting

Location
Sinclair Community College Ponitz Center
444 W. Third St.
Dayton, OH 45402

Dates
May 11 - 12 2001

Staff
All staff members are from the Fordham Health Science Library of Wright State University
Ximena Chrisagis, Health Science Librarian
Brett Powers, Health Science Librarian
Bette Sydelko, Acting Head of Reference and Instruction
Jeff Wehmeyer, Science Librarian

Number of Registrants:
153

Number of Exhibitors:
24

Exhibit on May I, 1h **2001**
 Exhibit Hours: 7:00 am - 5:00 pm
 Contacts: 36
 Demonstrations: 0 (see problem section for explanation)

Exhibit on May 12 th **2001**
 Exhibit Hours: 7:00 am - Noon
 Contacts: 10
 Demonstrations: 0

Exhibit Summary/Narrative

Pre Exhibit Planning

After the Greater Midwest Region office of the National Network of Libraries of Medicine invited us to exhibit at the Ohio Chapter of the American College of Surgeons Annual Meeting, we met to discuss the write up for the proposal. Proposals written in previous years were obtained from various Ohio librarians. These helped a great deal in writing the proposal. At our first meeting we decided what we wanted to provide at the exhibit. When we learned that we had received the grant we met again to plan how we were going to accomplish the ideas we had set forth in the proposal.

We planned to give away a CD of surgery-oriented websites. Designing and developing the web page, selecting and evaluating the choices, and having the CDs "burned" were all part of the preparations we made.

Just before the OCACS meeting we met once again to go over all the materials that we had received from GMR, how the laptop worked, and to discuss last minute logistical arrangements.

Marketing

We did not do any marketing before the meeting, however, on retrospect it would seem beneficial to send letters to local surgeons encouraging them to the visit the exhibit while they are at the meeting. Since it was in Dayton a large number of our library's patrons attended, but not all stopped in at our exhibit.

Booth Location

Our booth was on the end of the row of exhibits, closest to the meeting rooms. This was a very good location because the meeting attendee's had to pass by us on the way to get to the food and drinks at the break times.

Description of GM program presentations

No demonstrations of NLM products were given because we were unable to connect to the Internet. (See problems section for explanation)

Problems

Despite numerous phone calls, and lots of pre-planning on our part to get an internet connection which would enable us to demonstrate NLM's web products, Sinclair Community College was not able to establish a connection for us as planned. Before the meeting we talked with both representatives from the Ohio Chapter of the American College of Surgeons, and the technical support people at Sinclair Community College. Both groups assured us we would have the internet connection we needed. When we got there we discovered that they had set up a telephone connection instead of a network

connection. Unfortunately, our computer did not have a modem - since we had expected a network connection. After they realized they had made a mistake they spent about three hours trying to establish the correct connection type. Despite the fact that there was a port directly underneath our table, and two others within forty feet, they could not get a connection established. We had our desktop support specialist from Wright State University drive to the exhibit location just to make sure it was not our laptop that was malfunctioning. She also stayed for several hours to work with the Sinclair Community College computer people to provide any assistance they needed from our end. The Sinclair Community College computer specialist could not figure out what their problem was. We have not been billed for the connection and do not expect to be.

User Feedback

The meeting attendee's that stopped by our booth were all eager to take one of the CD's that we had created for the meeting. They all were interested in web based biomedical resources, particular NLM's new ClinicalTrials.gov product. We were particularly pleased to make contacts with the Wright State University School of Medicine Department of Surgery faculty members.

Recommendations

Of the 24 exhibitors that were there on the first day, only 5 (including us) were there on the second day. Some of the people we talked to on Saturday, we had already talked to on Friday. The short contact time on the second day coupled with few new contacts leads us to feel that it is probably not worth the effort to exhibit at this meeting on the last day. It is clear that most of the other vendors already are aware of this as so few remained.

Budget Sheet

Exhibit Fee: $650.00 - paid by GMR Drayage/Freight - paid by GMR Telephone line - no charge due to malfunctioning connection CDRom production - $185.00 - paid for by B. Sydelko **TOTAL Expense - $835.00**

Map of Exhibit Hall

Not available.